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FORESTRY

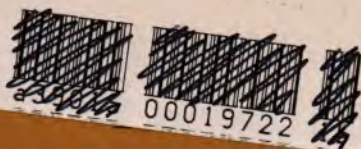
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CONSERVATION CONGRESS

Forestry Committee

Advance Copy of Paper

ON

PUBLICITY

BY THE

Sub-Committee on Publicity

Chairman, E. T. ALLEN, Portland, Ore.
T. B. WYMAN, Munising, Mich.
F. W. RANE, Boston, Mass.
P. S. RIDSDALE, Washington, D. C.
OVERTON W. PRICE, Washington, D. C.

"Progress in forestry depends more on what the public permits than upon foresters and lumbermen."

"It is not forests, but the use of forests, that we seek to perpetuate. Therefore, to be sound and convincing, educational publicity must include the lumber business. So long as the public believes forestry good and lumbering bad there will be confusion and no real progress."

WASHINGTON, D. C.

NOVEMBER 17, 18, 19, and 20, 1913

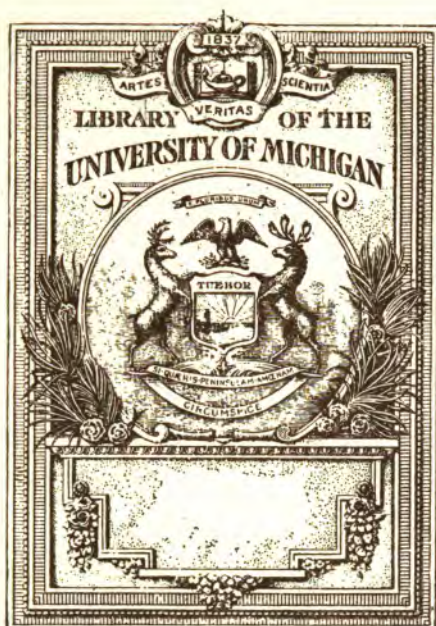
Forestry

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THE FORESTRY COMMITTEE
OF THE
FIFTH NATIONAL CONSERVATION CONGRESS
PRESENTS THE REPORT ON

PUBLICITY

BY THE SUB-COMMITTEE ON PUBLICITY

INTRODUCTION



PUBLIC education is the chief measure of progress in forestry. Perfection of methods applied in the woods is essential and a great deal of good is being done by those who know how and are willing to spend the money. But a minority is never fully successful. The certainty and speed of any accomplishment upon human action are measured by the extent of desire for this accomplishment and of knowledge how to achieve it.

If every citizen, in whatever capacity, fully realized all that is involved by the waste or preservation of forest resources; fully knew his own relation to it, and what conduct of his would best serve his welfare and the community's: fully understood the economics of forest industry and what governs the conduct of its members, and fully comprehended the power and responsibility of the commonwealth in protecting the interests of its constituents, there would be little need of forestry associations and congresses. The reason why publicity for most forestry topics is vital is that they are given proper consideration by a very inadequate proportion of those whose conduct is involved.

Government, State, and private forestry workers are accomplishing a great deal. Yet what one of us does not often have the baffling feeling that we are battering at a wall far too strong for our facilities, while this is at the same time the reason why our facilities are inadequate? We cannot hope to have the industries dependent upon the forest fostered and protected as they deserve until public and legislators regard them as they do agriculture, for example, and have equal understanding of their governing conditions and needs. They will not attain such understanding unaided, the aid is limited by their demand for it, and they will not demand it because they do not understand the need.

It looks like a deadlock, yet deadlocks can usually be broken. If lumbermen and foresters would realize the need to devote as much study to the technique of public education in forestry as to the technique of forestry practice, the deadlock would break. And the movement would gain in geometrical ratio as knowledge of forest economics creates a thirst for more knowledge.

This is not conjecture. It has been proved. Progress differs locally almost exactly with the degree in which propaganda has been skilful. And skill has been proven to lie largely in the realization by propagandists that forestry is business, not merely an abstract problem of public or private conscience, and in

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their consequent application of business advertising principles. There are two methods of attack. The old way works about as follows: "You are partly responsible for lack of forest protection. Forest destruction is bad for the country. Badness is wicked. Therefore you are wicked. You need a sermon and we'll preach it." The new way works more like this: "Do you want to make more money as well as do your duty? Then stop the other fellow from destroying dollars you would otherwise share. We have a bargain-price insurance policy that you can't afford to be without. Look over our prospectus and invest."

Now forest preservation is insurance and insurance is good business. We are offering the public a commodity that must be paid for in money and careful conduct, and we must convince the public that it is worth the price. We must arrest attention, which is being sought by plenty of competitors. We must hold interest when we get it and make good with our argument. All of this involves a knowledge of exactly the same elements of human nature, of the same principles of psychological appeal, that must be the foundation of every successful contest against the inertia of humanity, from the wiles of the side-show barker to the trained persuasiveness of the insurance agent and the publicity devices of the modern advertising genius. We may reach the thoughtful minority by calm logic or appeal to public spirit, but it is the thoughtless majority that we are really after. What we say to these must be not only what "he who runs *may* read," but what he *will* read, *will* remember, and *will* act upon.

The average man does not want mere logic. But if you *can* stop him a moment, and photograph an idea upon his mind in spite of him, you not only have the idea there where he cannot get away from it, but he is favorably disposed toward the idea itself. For in his mind is also a feeling that it was probably his idea all the time, else he couldn't have responded so quickly—a feeling you don't get when you have to hold a man a prisoner in a corner until you force him to admit rather unwillingly the correctness of your argument.

This is not a plea against dignified, scholarly appeal to reason, nor against appeal to high motives of citizenship and responsibility. It is merely the plea that to get a large proportion of our population interested in forest affairs we should adopt methods that experience has proved most effectual in getting its interest in anything else. It is to modern business and political campaigning that we must look for the last word in the psychology of appeal to human ignorance and indifference. Apply the methods that experts in these lines employ, improving them if you can, and you are probably putting the hardest possible punch behind forest propaganda.

Then if our first premise is true—that public interest and understanding are essential to satisfactory forestry progress—it follows that technical training and ability in publicity is a necessary part of the equipment of forest workers. What does it avail you to devise a perfect forest law if you have not the knowledge of legislative manipulation to get it passed? Are even perfect fire-fighting organization and methods as valuable as reducing the number of fires to find and fight? Why learn how to manage forests properly unless you can convince owner and public that it pays? Why be a public forest official when you cannot tease enough funds out of the community to do satisfactory work? Why take four

years out of a boy's life to fit him for a forestry job and teach nothing to help him create a demand for his services? Why devote a forestry convention to discussion of needed laws and practice and go home with no more knowledge of how to make your community let you apply them?

Nothing more clearly indicates the neglect of this subject by American foresters than the difficulty met by this subcommittee in finding material for compilation in its report. Hardly any writers have discussed it in a comprehensive way. Publicity devices are borrowed and changed more or less, but few men are giving them much original thought. Forest legislation is notoriously retarded by lack of skilful, well-financed campaigning. So-called press bulletin work is growing in popularity with forestry organizations, public and private, but is often defeating its own strength by failure to present real news in newspaper form. Cartooning, the greatest modern educative medium, is employed the least. The purpose of this report, however, is not to discuss past failures or past achievements, but to outline the main directions in which forestry publicity should be developed.

PUBLICITY AT MEETINGS OF POPULAR AND TECHNICAL ORGANIZATIONS

THIS topic embraces forestry meetings of all kinds and also other meetings where forestry is touched upon to some degree but over the arrangements of which forest workers do not have control. We have little excuse if the former are not successful educative mediums. With the latter we must do the best we can.

The publicity value of a forestry meeting is affected by its earliest preliminary arrangements. If there is choice of meeting place, it should be with a view not only of attendance but also of local advertising values. A town with economic connection with the subject, or with historical or other attractions, is better than one with no point to exploit. Other things being equal, local press facilities are important. A town too small to have its own press notices recognized elsewhere, or so large that it minimizes the importance of its own happenings, is not as likely to help as one that will seek to make the meeting advertise it. It is often unwise to select a place where another and more locally or generally important convention is to be held simultaneously. Your meeting is overshadowed by the other.

Another early factor is the program. There is not much publicity in the mere announcement that there is to be a meeting. There must be a basis for continued interest. This requires organization well in advance down to the last detail. Choose several live, interesting topics, advertise good speakers, intimate the probability of newsy facts or controversies—all this early and often. If possible announce innovation in subject, treatment, or organization. Bear in mind always that publicity cannot be given to plans that do not exist. Merely to invite people to come together and meet rarely accomplishes a successful constructive convention. It never accomplishes a well-advertised one. Finally, having made the program practical and constructive in scope, be sure it is not overloaded. In this you are looking ahead to publicity at meeting time, which is always fostered by discussion and controversy. With the time completely filled by set papers, you cannot stage any fireworks.

With place and plan carefully determined in ample time, certainly months before the meeting, the campaign should have two objects—to get out attendance, and to give the meeting public prominence which will advertise forestry in general and give weight to the meeting in particular. In some ways both objects can be served at once, in others they cannot be.

There should be a mailing list of all the real workers in forest affairs whose presence is especially desired, to receive continued forecasts of the meeting that will stimulate their interest. These forecasts, seldom of more than 200 to 400 words, should appear to be announcing decisions and developments as soon as arrived at. In this way they can also serve for press use. One may announce meeting place, another the program, another request advice from the recipient as to some phase of the meeting, another mention possibilities of dangerous conclusions if the faithful are not on hand, another the character and amount of interest being taken in the meeting, etc. The views or preliminary reports of speakers and committees should be collected and used both to excite the interest of delegates and for newsy material for the press. When considering the former in all this, try to bring out two things: that the meeting will supply just what they want to get out of the time and expense devoted to such a trip, and that if they stay away something distasteful to them may be done.

Such of this material as is suitable should go to all lumbering, farming, mining and engineering trade journals. The first sent should be accompanied by a letter inviting them to take part in the meeting and to send representatives. By asking them to signify their interest by reply, so you can make arrangements to supply them with copies of addresses, etc., enlist their friendship and make their notices more than perfunctory. Supply them with something frequently, to give their readers the impression that the meeting and its topics are important enough to make such journals keep in touch with progress.

If the meeting is a fairly important one, its executive officials should early get in touch also with United and Associated Press representatives in their home towns and explain that from time to time there will be news worth telegraphing. Get an understanding on this, then follow it up. The value of anything to these agencies is in its newness. "It has been decided today" or "a report received today" is what they want. Remember that some minor thing delivered to a man before anyone else has it may carry reference to your project over the wires when to wait until it has been discussed by other officials or some committee will spoil it. Such use of interesting developments of the approaching meeting, or of affairs to be discussed thereat, offer the very best means of getting publicity through very short telegraphic items. Everyone connected with the meeting should send in ideas for this. Each should be handled singly. Newspapers will know that many such points do not develop simultaneously and be suspicious, if they are bunched, that some are not new. In the preparation of material for the press, remember that nothing will more effectually discourage its use by correspondents than the attempt to make it a medium for laudatory mention of individuals. Newspaper men have a highly developed dislike for "boost" stuff.

In the meantime have similar arrangements with daily and association press representatives in the convention town to turn loose through them everything that will *not* suffer by the delay required to do this instead of releasing it in the

officials' home towns. Their interest in advertising their own city will make such press representatives use stuff that others may neglect. Follow the same tactics with chamber of commerce, commercial club, or any like mediums in the convention city.

In this connection, get the widest railway excursion rates to the meeting; do this early, and get the railroads as well as the mediums mentioned to help give them publicity. Show up interesting features aside from the meeting and get people to planning the trip.

In one of the communications sent the list of desired delegates, suggest that they get some local press mention of the meeting, based, perhaps, on their proposed attendance.

Several months before the meeting arrange for clipping bureau service informing you of all approaching meetings of people at all likely to be interested in forestry or lumbering. There are also published lists of convention dates, issued monthly, which are valuable in this connection. Send to each such meeting, to be read by its secretary, a message of greeting with invitation to your own and a forecast thereof.

When the meeting approaches tell newspaper men you will see to it that the real news is sifted out of everything for them. We often hear complaint of the press reports of semi-technical conventions. The reason is usually that reporters cannot recognize the news in topics foreign to them. Someone should be assigned to this and keep it written up to the hour, in form that permits using as much or little as is wanted without destroying its force. Resolutions, papers and synopses should be mimeographed in ample numbers and photographs of speakers obtained and provided. Desirable trade journals not represented should not be neglected, but provided with sets of everything with a brief running account. This thoughtfulness may win their interest after all. You can often stimulate the publication of forestry material, particularly in Sunday papers, by giving out good photographs illustrating the particular topic, along with information concerning it. In selecting photographs, remember that those which show action appeal particularly to newspaper men, as for example, men fighting fire, building trails or telephone lines, lumbering, tree planting, and the like.

The above outline does not include every device that will suggest itself to a fertile meeting promoter, but indicates the systematic manner in which such affairs must be handled to get the best results. Publicity is not automatic. It must be fostered assiduously.

MEETINGS OTHER THAN FORESTRY.

There are meetings on scores of subjects other than forestry which afford unusually good opportunity, because the people who do not understand forest problems are just the ones who should be reached. While we cannot lay down a program for these, we should use every chance they afford. Conventions, congresses, chautauquas, granges, association and club meetings, unless of the most narrowly technical kind, usually have an opening for the introduction of some phase of forestry in some degree. If neither forestry nor conservation along general lines, it may be in connection with lumbering, fire prevention, taxation, or some even more remotely associated question. The W. C. T. U.

was once induced to consider fire prevention, and to work for the detail of United States troops for this purpose, by being shown it would remove the boys from the temptation of army posts.

Among the most obviously needed activities in this field of opportunities are:

1. Systematically learning in advance the nature and date of all public gatherings in the territory involved.
2. Establishing relations with their governing authorities.
3. Having place made for forest topics on the program if possible.
4. Providing speakers or furnishing material for their own speakers.
5. Preparing resolutions to be presented.
6. Arranging for attendance, with credentials, if necessary, by some one who will look out for forest interests in discussion, on resolutions committee, and with the press.

There is not much to be added to these suggestions except that in negotiating for place in the program of a mixed meeting, where forestry talks are to be popular rather than technical, it usually is best to have them come just after or better still just before those by prominent speakers on other subjects, so as to obtain a large audience. If forestry appears more than once, better spread it through different sessions, in the same way and for the same reason, than to have a strictly forestry session which permits outsiders to escape and reaches only those already in sympathy.

PUBLICITY OF THE FORESTRY WORK OF THE CONSERVATION CONGRESS

A PRELIMINARY report, covering suggested organization and advertising of both sectional and general forestry programs, was submitted last spring. Some of the suggestions concerning forestry meetings, discussed in the foregoing pages, were applied particularly to this convention.

In addition it suggested that the entire congress be modeled somewhat after the annual conventions of the National Education Association, which has but one general session a day in which all factions participate. Each branch holds two sessions a day, in halls or hotel assembly rooms scattered about the city, treating its own topic exclusively and as technically as possible. All join at the daily general session, in some large auditorium, to hear men of national prominence on subjects of common interest to all, and also, for the broadening of outlook, to hear each others' topics presented in a comprehensive, popular way designed for unfamiliar hearers rather than for those who deal with the same topics in their own section meetings.

Such a plan might tend to make the congress less of a medium for inspiring laymen who attend out of general interest only, but would be far more appealing to the actual workers in every branch of conservation who in the past have had the minimum of opportunity to deliberate with fellow workers in different States. Could it become publicly established as such, it would afford every advantage of the ordinary technical convention, with the addition of cheaper fares, opportunity to come in contact with other lines of work, and tremendously greater publicity and influence. Nor is it by any means certain that it would appeal less to the public, for most laymen have some favorite subject, and, gravitating to the section attracting them, would get more out of it than at a promiscuous convention.

Obviously the other branches as well as forestry would have to adapt themselves to this plan. It could hardly be established for this congress, but its possible adoption hereafter should be given consideration.

There remains to be discussed the subsequent publicity to be given the forestry proceedings of this congress. Since all committees go out with this meeting, to be superseded by those appointed by the incoming president, we can do no more than recommend. It is our belief, however, that they are worthy of more space and circulation than can be afforded by the usual publication of the proceedings of the congress as a whole, and that steps should be taken before this meeting adjourns to provide for separate publication in ample numbers to permit comprehensive distribution.

PUBLICITY THROUGH THE PRESS

THIS topic, as assigned to the subcommittee for report, concerns "Particularly the arousing of public interest in fire protection, taxation, and State forestry." As a matter of fact, all forest problems are so related, and the improvement of public sentiment toward any is so much a matter of education in forest economics, that discussion must be of the principles of general forest campaigning in the public prints.

Probably all foresters and lumbermen appreciate fully the power of this medium. Its aid is widely sought. Its counter-influence, through attacks due to misunderstanding, is correspondingly deplored. Nevertheless, forest industry has not developed anything like the systematic and skilful use of newspaper and magazine publicity that is employed so successfully by other industries. The ingenuity of theatrical, railroad, political and individual press agencies is proverbial. Activities of this kind are now regarded as a business necessity. They are needed and legitimate nowhere more than in forest propaganda, which has nothing to conceal but everything to teach and all for the public good.

To get the maximum co-operation of the press in the work we are doing requires equally intelligent co-operation on our part. The conduct of newspapers and magazines is a highly organized business with its own rules and necessities. It is reasonable to suppose they are founded on experience and that failure to comply with them is bad business, which in this instance means smaller circulation and consequently less value as a publicity medium. Then is it not profitable for us, as well as only fair to the press, to approach this work with the fullest possible understanding of the technique of the newspaper business as well as of our own which we seek to exploit? It is unreasonable for forester or lumberman to complain when the newspapers take a wrong viewpoint through ignorance of forestry or lumbering while he makes no greater effort to present his side with an intelligent insight into the exigencies of publishing.

If, as we contend, forest affairs are of vital importance to the public, press and public *want* the facts. Everybody wants to know about things that affect him. If the public and the press do not demand any essential or interesting information we have to impart, it is because we do not know how to present it in the form that publishing experience has proved necessary. And that is all there is to it. If we sincerely believe the spreading of this information is desirable, it is our duty to learn how to adapt it to established mediums.

A newspaper wants news. This means something not previously known to its readers. It wants it while it is news, which means that it has not been printed elsewhere, even for other readers, and also that it has not lain long unprinted. These are the essential principles for the layman to grasp. He must not forget that even unpublished information loses value with every hour it is delayed, because this convicts the paper of the newspaper crime of sluggishness in news-gathering. But it is even more unforgivable to take advantage of an editor's unfamiliarity with the subject to foist onto him, as news, something that has been printed already.

A newspaper will also use some things that are not news if they are interesting. But it wants to know this and handle them accordingly. Moreover, things that are news differ in value with the universality of their interest. A discovered fact of high importance, but only technically, is worth less than one of smaller importance in which everyone is interested. Finally, incomplete information that is news is more valuable, as a rule, than the same information delayed for completion or verification which does not carry any essential difference of idea.

Perhaps the foregoing remarks seem trite, but the publicity efforts of foresters and lumbermen often show slack compliance with the principles outlined. The first study should be the classification and valuing of your information from a newspaper standpoint.

With such a classification, we are equipped to approach the next problem—presentation. Effective publicity work usually requires systematic furnishing of written material. This must comply with newspaper practice. Any good textbook on newspaper writing will be far more useful than such brief discussion as is practicable here. But correct practice must be followed. If the story can be sent out as sharp timely news, under a date-line, it should be written like telegraphic reports and not spoiled with "editorial" interpolations. If it cannot possibly be made news, do not betray intent to deceive by writing it as such, but put it in interview, report, or column-filler form. And write everything so the essentials are presented in the first few lines or paragraphs, so excess length can be dropped to suit the editor without spoiling what remains or requiring rewriting.

Now, as to what should be given publicity, what can be given it most easily, and the systematizing of distribution. Since these points fall into group relations between subjects and mediums, they can hardly be discussed separately. Perhaps the best way is to consider the foregoing pages as a sort of introductory preface and continue the report in the form of a suggested outline for a general publicity campaign.

OFFICE ORGANIZATION.

Arrange mailing list so material reaches proper hands. Address editors of small papers and trade journals personally; with city papers, address news editor. Seal and use letter postage. Mimeograph material, rather than print, since it looks fresher. Use date-line and show corresponding release date to assure editors material is not used by others earlier. The supplying of heads is amateurish. Every paper has its own head rules.

For bulletins that must be up to date, like fire news, arrange with correspondents throughout territory and send them identical guiding question-lists, to be filled out and returned by all *on the same date*. This gives consistent news. Have them also suggest matters that should be given publicity, in this way keeping in touch with current field needs in this respect. In other words, organize and direct sources of information.

STATE PRESS.

Base bulletins chiefly on needs of the country weekly, which is more powerful collectively than the daily because more carefully read. Since you cannot establish personal relations with these, much depends upon impression carried by copy. Make point of uniformity in make-up, so copy will be recognized immediately as giving an actual news service unobtainable elsewhere. Fire news, during season, is probably the best opening for this. Actually collect and compile definite information as to numbers, damage and causes of fires, preventive work in progress, and arrests and convictions. Send out *immediately* it is received, under date-line, to be used as telegraphic news. Work in precautionary advice, as reports from field on urgently needed conduct.

With reputation for being an accurate, practical news bureau thus established, gradually work up the use of similar bulletins which are succinct, pithy news reports of happenings and statistics of timber, lumber and forestry business in the State. Slowly this true news service can be made to carry implied needs of forest industry, its value to the community at large, and, lastly, interviews with prominent men on issues involved. If practicable, classify papers and specialize the bulletins. Where forest industry predominates give brightest and strongest features of news affecting this industry, also gossip lumber and timber workmen will appreciate. For agricultural districts, try to show relations to farmer, orchardist or stockman, and for mining districts its relation to the mining industry. Weeklies will use material adapted to their constituents if it is strictly up-to-date and newswy. Facts and figures can thus be dinned continuously until they become truisms in every home.

DAILY PRESS.

Perhaps send some material prepared for weeklies, but also work up local bearing, studying trend of sentiment in each and combating where necessary. Go in strong for local commercial aspects and figures of forest industry. See that every meeting, report, or visit of outsiders, in any way connected with forest industry, is reported as local news and carries desired points. Educate lumbermen and foresters to collect and supply such information. Above all, try to have some one man on each paper handle this material, thus educating him to do so properly. Show him the value of this as stock in trade for him. If possible, get one or more prominent dailies to run a forest and lumber column, just as many do a shipping column, pointing out how this will insure circulation in lumber districts and aiding them to push such circulation.

Collect photographs to carry frequent feature articles in the magazine sections of the dailies.

TRADE PAPERS.

Classify lumber, agricultural, and other technical trade papers and furnish with specially adapted regular news letters. Regularity is important to impress with importance. Make them newsworthy enough to get space, yet always weave in the importance of forest industry. It is well to cultivate distant trade journals, as well as those in the region involved, so as to use in local argument their interest and endorsement of work in hand.

PATENT PUBLICATIONS.

Opinions differ as to the value of these, some authorities believing that the compliment of special communication to country editors, and the printing on the live news side of the sheet, outweighs the certainty of "patent insides" or "boiler plate." But they are certainly useful as auxiliary, and sometimes to carry cartoons. Their co-operation requires full understanding with the publisher as to space, policy, and interests of his patrons.

MAGAZINES.

Get as many articles as possible about timber, lumber, fire prevention and forestry printed in the magazines. Even better than acceptance of your own is to furnish the material to well-known staff writers whose statements are considered unbiased. There is a wealth of material in the hands of forest workers that would be welcomed by such writers. Whenever successful in getting such a "flash," send marked copy to every local paper of any importance suggesting quotation and citing it as convincing evidence of the importance of the subject.

INTERVIEWS.

Keep in touch with prominent workers in forestry and lumbering, whose statements are considered technically reliable and worth space, and urge them to prepare or lend their name to interviews on suggested topics. Do the same with well-known authorities *not* in the industry and consequently considered unbiased. Use these frequently, also keep several in reserve to be available when needed in any particular crisis.

CLUBS, SOCIETIES AND MEETINGS.

Reference to these has been made under another heading. It may be recalled here that many such of no particular value through reaching the audience assembled may afford opportunity of getting press publicity for statements or resolutions endorsing work in hand, and this almost as often to show approval by uninterested and unbiased elements as to show that by allied elements.

CRIMINAL TRIALS.

Every prosecution of violators of forest law, especially when conviction results, affords opportunity for press work to deter similar offence. Its importance should be emphasized, news value being augmented by skilful reference to some peculiarity of circumstance, and if possible the judge should be induced to comment in a way adapted to quotation.

SERIED ARTICLES.

Have some forest official or prominent professor of forestry or kindred subject, write a series of simple lucid articles for popular education and instruction. Get a strong farmer's publication, or syndicate house supplying the country press, to advertise and feature these as its achievement to serve its patrons. Such a series could well take up the study of useful trees and their qualities, planting and culture of woodlots, prices and transportation of lumber, the factors governing growth, protection and manufacture of lumber, etc., and constantly work in the principles which it is most desirable to inculcate generally, locally, or in view of timely need.

THE UNDERLYING TONE.

In all the efforts suggested above the aim should be not only to indicate reform methods, as for example precaution with fire by the public or legislation by the State, but even more to show the *need* of reform. There is no better way to do this than to hammer continually on the importance of *forest industry*, moreover, it affords a mine of interesting matter and an appeal to local pride that is good newspaper stuff. The timber cut, the men employed, the pay-roll distributed, the dependent industries supported, the taxes paid, the part played in stimulating railroad extension and general development—in short, all the community benefits of the greatest manufacturing industry in the United States—can and should be exploited until every citizen regards its fair treatment, fostering and perpetuation as desirable, as a matter of course, as that of the most valuable industry in his home town. The only reason he does not so regard it now is that he is not equally familiar with its facts and figures. At every opportunity the commercial importance of forest industry, as well the losses by its destruction and means of their prevention, should be presented in *telling parallels with other industries that are better understood and appreciated.*

CARTOONS AND EDITORIALS.

While we can hardly systematize any way to obtain help through editorials and cartoons, such help is often generously given if asked. It may be of tremendous value. During campaigns for forest laws it exerts great influence upon legislators. Most dailies readily recognize the topical appropriateness of forest fire cartoons during unusually dangerous weather, and there is probably no instrument so effective in promoting public precaution. Often their own artists will make them, but few will be offended by the offer of sketch ideas or even finished drawings.

PUBLICITY METHODS AND DEVICES OTHER THAN THE PRESS.

THE simplest introduction of this topic is to say that the promotion of forest business can utilize to advantage practically all the devices used to promote any other business. Excepting the dishonest and prejudicially vulgar, there is hardly an idea successfully applied to modern advertising and sentiment-moulding that cannot be adapted, with suitable modification, to arresting and directing the public mind in favor of forest conservation. The problem is to select from these, or develop new ones, so as to get maximum results from the money and effort available.

This involves both ingenuity and considerable knowledge of mechanical technique. The forest propagandist should either employ experts or devote considerable study to an art usually quite foreign to his training. As a rule, unfortunately, he has done neither, and what effort he has made has been in borrowing ideas from the very few who have given the subject study or in using his original ideas very imperfectly.

Probably the commonest attempts are along the line of posters, circulars and like special publications. A collection of these issued throughout the United States will show general weakness in two directions. One is a tendency to borrow instead of to originate. The other, and more inexcusable, is the spoiling of good ideas by neglect of the first laws of presentation. Only recently has it been realized that the personal welfare and pride of the reader, rather than ultimate good to the community, is the strongest line of attack. Brevity, clearness, and the compulsion of direct personal appeal instead of the impersonal statement of fact, are still much neglected. But the greatest ignorance is shown concerning the mechanical make-up of the finished product. The vigor of color schemes, the carrying power of different sizes and styles of type, the weight of contrasting backgrounds and borders, the balancing of type and picture designs, the mailing weight and durability of paper stocks—all these and many other points have been reduced almost to laws by expert advertisers outside of forestry, but forest propagandists seem hardly to know there are such laws.

Confinement to the commonplace printed mediums mentioned, with all originality devoted to giving them new dress, is another evidence of our lack of publicity sense. Wholly new inventions are as useful here as in advertising town lots or merchants' wares. And the most successful publicity agent of all is the one who, besides creating opportunities, keeps the most watchful outlook to turn those created by others to his own advantage. One of our famous ex-presidents, whose remarks get the front page of every paper, on a western trip, decided to make his first talk in a certain State at a small town reached soon after passing its border. Obviously the speech would go over the wires nearly verbatim. The manager of this State's forest fire association, shrewdly guessing that the great man would welcome suggestions for localizing his talk and showing familiarity with conditions, wired him enroute to speak of local timber wealth and dwell upon forest fires and their suppression. He did so, and at no cost but for the telegram the most effective publicity punch in the United States was concentrated and localized for forest protection in that State. It reached every newspaper reader in it within a few hours and was available for quotation indefinitely. This was sheer publicity genius, but everyone of us has many such opportunities.

It follows that effort should be to do new things, rather than copy old ones, but some suggestions may lie in an outline of plans already tried or proposed.

POSTERS AND WARNINGS.

The best examples omit laws, penalties and long arguments. Terse epigrammatic appeals and striking statements appear in large type and bright colors, readable at considerable distance. Cartoons and symbolism are increasingly employed. Series of different posters, each devoted to a single idea, are often effective on long roads or trails. Present tendency is away from cloth or metal posters, once preferred for durability, and toward a jute tag-board or fibre which takes coloring work well. 150-lb. stock (24x36) is about right. Thinner paper is weak, thicker is expensive to mail and breaks when folded. Most experts agree that complete change of design each season is better than durability.

The warning poster is rapidly advancing from general woods use to special fields, such as reminding smokers in railroad trains not to throw burning material from car windows, and around logging camps to convey fire rules endorsed by proprietors. If prepared and distributed by forest protective agencies, such special warnings will be signed and posted by many business institutions.

CIRCULARS.

Effectiveness in circular "literature" depends, even more than upon good writing, upon attractive make-up and skilful distribution. Unless you reach people not already converted, and get past their indifference bred of over-circularizing by countless advertising agencies, the expense is wasted. Either there should be different series to present special appeals to different vocations and localities, or all material should be carefully prepared with this in mind. It is easy to prejudice one class by what is strongest with another toward which it feels antagonism if, as is most effective, your argument to the latter is on a personal business basis rather than upon patriotic generalities.

Preparation of mailing lists wholly outside our own sympathizers, which is where material should go, involves great care to have names correctly spelled and addresses up to date. Those in position to aid as sub-distributors, like county and town officials, teachers, ministers, lumbermen, and business houses, should be supplied by a carefully worked-out system to use material to advantage and without waste. Hotels, game license officials' desks, sporting goods counters, trade organization secretaries, and county officials' correspondence are excellent mediums. Rangers and fire wardens should receive suggestions to develop local methods. The ranger who sees that every picnic or Fourth of July ground is posted with warnings, drops circulars in every free delivery box, and keeps clean copies of fire laws and circulars suspended by a string near the delivery window of his postoffice, soon gets to inventing other such plans.

The circular itself should be bright, novel, and, above all, distinctive. It should look different and interesting at first glance, unread. Put yourself in the recipient's place. You are repelled by cheap advertising, but respect anything with a little better paper, neater type, cleverer color scheme, and compelling pictures than you are accustomed to receiving. If money is an object, make a smaller issue and work harder to put it in the right hands. It will get you more money next time.

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LAKEWOOD, N. J.